



**PLACER COUNTY
BOARD OF SUPERVISORS**

**APPLICATION FOR MEMBERSHIP ON
ADVISORY BOARD OR COMMISSION**

THE FOLLOWING IS PUBLIC INFORMATION

APPLICATION FOR MEMBERSHIP ON: NTRAC

(NAME OF BOARD, COMMISSION, OR COMMITTEE)

IF THIS BOARD/COMMISSION/COMMITTEE CALLS FOR A SPECIFIC TYPE MEMBER, PLEASE INDICATE THE POSITION FOR WHICH YOU ARE APPLYING: West Shore Resident

NAME: Stacie Lyans

SUPERVISORIAL DISTRICT IN WHICH YOU RESIDE: Supervisor Cindy Gustafson

TIMES YOU ARE AVAILABLE FOR MEETINGS: DAYS: 6-8pm TIMES 2nd Thursdays

EMPLOYMENT EXPERIENCE/PROFESSION (A RESUME MAY BE ATTACHED): See Resume

ORGANIZATION/COMMUNITY EXPERIENCE: See Resume

EDUCATIONAL EXPERIENCE: See Resume

APPLICATIONS WILL BE RETAINED FOR TWO YEARS

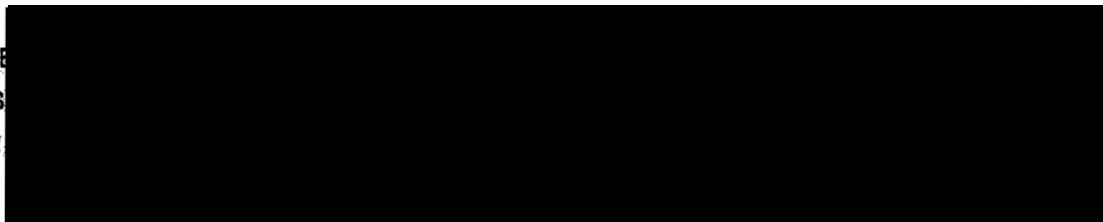
APPLICATION MUST BE FILED WITH THE CLERK OF THE BOARD OF SUPERVISORS
175 FULWEILER AVENUE, ROOM 101, AUBURN, CALIFORNIA 95603

DATE: 5/10/19

SIGNATURE

THE FOLLOWING IS CONSIDERED CONFIDENTIAL INFORMATION FOR PLACER COUNTY STAFF USE ONLY

RESIDENCE ADDRESS
MAILING ADDRESS
PHONE NUMBERS:



Stacie E. Lyans

Objective

To bring my Tahoe City leadership experience to the North Tahoe Regional Advisory Council.

Professional Experience

Management Analyst, Tahoe City Public Utility District Tahoe City, CA 3/19– present
Community Relations and Public Information Officer for the Tahoe City Public Utility District.

Social Media Consultant, Tahoe City Downtown Association Tahoe City, CA 5/17 – present
Deliver complete social media and marketing strategy to improve fan base loyalty and engagement.

Director of Undergraduate Admissions, Sierra Nevada College Incline Village, NV 4/17 – 3/19
Led undergraduate recruitment, marketing, events, database and staff management. Responsible for annual admission recruitment/marketing strategic plan. Managed five full-time staff, 15+ students and a \$500K budget. Increased undergraduate enrollment by 20 percent in 2018. 2018 Distinguished Achievement Award Winner.

Executive Director, Tahoe City Downtown Association Tahoe City, CA 5/14 – 5/17
Responsible for overall leadership. Developed and implemented all TCDA programs, meetings & strategies, including a strategic plan to guide board of directors, committees and staff. Fundraised and managed annual budget (left TCDA in best financial position in 12-year history). Marketed organization. Executed events. Developed social media strategy. Maintained positive relationships with government leaders and community.

Assistant Director of Admissions, Humboldt State (HSU) SF Bay Area (remote) 5/12 – 6/14
Served as a leader at Humboldt State University's Office of Admissions. Worked remotely from home office, with little supervision. Supervised regional employees. Developed and managed all recruitment initiatives in the SF Bay and western states. Established a regional recruitment budget. Supervised alumni program.

HSU Senior Admissions Counselor Arcata, CA 9/05 – 4/12
Marketed and promoted HSU. Recruited and maintained relationships with high school and community college counselors, students, parents and communities. Executed events. Managed marketing and social media. Supervised student employees. Advised students in counseling sessions. Served as a campus tour guide.

HSU Alumni Association Coordinator Arcata, CA 8/02 – 8/05
Served as the primary contact for alumni. Recruited memberships. Assisted with marketing. Executed alumni events. Maintained alumni database. Participated in Alumni Board of Directors meetings. Managed annual fundraising campaigns. Hired, trained and supervised 15+ student employees to raise over \$200K, a record.

HSU Small Business Development Intern/Graduate Consultant Arcata, CA 1/04 – 5/05
Coordinated HSU's entrepreneurial services/events. Managed budget. Consulted with Yakima Products, Inc.

Promotions and Programming Director, KBVU FOX 29 Eureka, CA 4/03 – 8/03
Developed/executed promotions. Scheduled programming. Wrote copy for commercials and radio ads.

Soccer Camp Director La Crescenta, CA 6/00 – 7/02
Directed four soccer camps for 500+ children. Trained employees. Solicited sponsorships. Managed budget.

Education

Masters of Business Administration (MBA) – August, 2005
Humboldt State University, Arcata, CA

Bachelor of Arts (BA) Journalism/Public Relations + minor in Kinesiology–May, 2002, Magna Cum Laude
Humboldt State University, Arcata, CA

North Lake Tahoe-Truckee Leadership Program Graduate – May 2015

Teamwork

Committee/Volunteer: North Tahoe Regional Advisory Council Chair, Tahoe Public Art Treasurer/Board Member, SNC 2018 Distinguished Achievement Award, SNC Presidential Cabinet Member, TCDA Volunteer, North Lake Tahoe Business Association Chamber Collaborative Member, College Guidance Volunteer, Relay for Life Volunteer, HSU Alumni Ambassador & Alumni Association Board Member, Various SNC & HSU Committee Involvement (Retention, Alcohol and Drug Abuse Prevention, Student Leadership, Campus Safety)

National Committee Memberships: California Main Street Alliance, National Association for College Admission Counseling, Western Association for College Admission Counseling + committee involvement

HSU Intercollegiate Soccer Team, 1998-2001

Computer

Microsoft Office, Adobe Suite, QuickBooks, MemberZone, Banner, PeopleSoft, Campus Management CRM, Raiser's Edge, Social Media (Facebook/Twitter/Instagram/SnapChat/Flicker/YouTube/Pinterest/LinkedIn)